

The ultimate driving machine.

Bavarian Motor Works, Munich, Germany

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Why cars with similar mechanical parts still don't perform like a BMW.

All expensive, imported automobiles feature an impressive list of sophisticated mechanical refinements. Most have some sort of independent suspension system. Most have fuel-injected engines.

All are designed with more than a perfunctory nod to aerodynamics and functionality.

Yet, write the editors of Motor Trend magazine, "... once a knowledgeable and experienced driver has driven a BMW, any BMW, nothing else feels quite as good as it did before."

The explanation? Quite simple.

The BMW is far more than a mere collection of gears and

axles and random parts.

It is a finely tuned evolutionary machine. A sedan built by racing engineers and perfected in places like LeMans, Monte Carlo and the Nürburgring, where precision is crucial and agility and durability are more than just matters of theoretical speculation.

All in all, while no creature comfort is left untended, the BMW provides a driving experience so unusual — a "oneness" of man and machine so singular — that many serious drivers in all parts of the world consider it the definitive high-performance luxury car.

Why people who own a BMW enjoy driving more than you do.

The BMW owner comes in a far wider variety than the BMW.

Presidents, diplomats, princes, dukes, senators, astronauts, doctors, lawyers, judges, captains of industry, motion picture stars, directors, merchants and business executives of all types and varieties.

Diverse as BMW owners may be, however, virtually all have one thing in common: an unabashed affection for their car. An affection that paradoxically seems to increase as the years and miles go by.

What makes the BMW so different from other cars?

There is an obsolescence built into most cars — even the most costly — that has nothing to do with the way they're built.

It's called boredom and it has to do with the way they drive.



Most cars simply are not built to perform in such a way that driving becomes an end – not merely an uninspired means of transportation.

The BMW, on the other hand, is.

"The reaction to a BMW is always the same," say the editors of Motor Trend magazine. "The first time driver takes the wheel and after a few miles no other automobile will ever be quite as good again." **A car that is engineered not styled.**

At the Bavarian Motor Works the hand of the stylist is guided by dictates of the engineer.

Hence, on the BMW you will find no artfully sculptured sheet metal, no opera windows.

Its shape is classic, uncomplicated and aerodynamically sound. Its belt line low, to bring down the center of gravity and provide an astonishing amount of visibility in all directions.

Construction: Germanic

You'll notice an unusual quality of fit and finish, seldom equaled at any price.

The body panels fit neatly together. The moldings are aligned precisely. The finish is immaculate.

Each BMW goes through what to most manufacturers would no doubt seem an excessively arduous process of preparation. First, priming, cavity sealing and undercoating. Then, painting, hand examination, sanding and repainting. Again and again and again – until our inspectors are satisfied. And our inspectors are rather notorious for their obstinate standards of perfection. **In a BMW, you'll never go hungry for power.**

When one is faced with the inevitable necessity of having to pass an eighteen-wheel truck, or accelerate out onto a high-speed expressway in a conventional luxury sedan,

one begins to appreciate a basic BMW philosophy: "When all is said and done, extraordinary performance is the only thing that makes an expensive car worth the money."

To the owner of a BMW, sluggish response need never be a concern.

Under the hood of the BMW is the same basic engine that powers BMW race cars... fuel-injected masterpieces of engineering that somehow combine the seemingly incompatible: extraordinary performance and unflinching reliability.

You drive a BMW, it does not drive you.

Driver control – or lack of it – is largely the function of a car's suspension system.

To grossly oversimplify, it is the purpose of a suspension system to keep the maximum amount of rubber on the road at all times, under all conditions.

With the conventional "buggy-type", solid rear-axle system (still unaccountably present in all domestic and many foreign sedans), this purpose is impossible to achieve.

With the considerably more expensive BMW suspension system – independent on all four wheels – a minimum amount of unsprung weight is carried on the wheels. And this, as any engineer will tell you, is the only way exceptional handling and comfortable ride can be incorporated in the same car.

Its highly refined geometric system of McPherson-type struts with coil springs in the front, semi-trailing arms with coil springs in the rear – combined with a multi-jointed rear axle allows each wheel to adapt itself to every driving and road condition – with a smoothness and a precision that will spoil you for any other car (2/4).

Superb engineering shouldn't be confined to a car's mechanical parts.

Traditionally the domain of the stylist, the interior of the BMW is ergonomically engineered to the nth degree.

There is virtually nothing in a BMW that does not in some way contribute to comfort, convenience, security and efficiency. Every aspect of the interior, while tastefully appointed, is purposefully directed towards making the driver an integral part of the circuit formed by the mechanical components of the car.

Careful study has been made of the critical interrelation between seat location, visual position, steering wheel angle, pedals and controls (3). Instruments are clearly visible, controls readily accessible.

A car you control is a safer car.

There are two aspects one must consider when attempting to judge how safe a car is.

One is called passive safety and has to do with a car's ability to physically withstand an accident. The other is called active safety and has to do with a car's ability to react to an ominous situation.

It is doubtful that there is a car made that's stronger than a BMW. A steel safety cell that completely surrounds the passenger compartment – and computer-determined "crush zones" combine to minimize injury should an accident occur.

However, even more significant, the extraordinary performance and handling cha-

acteristics of a BMW provide the driver with the means and the split second control necessary to help avoid an accident as well as survive one.

Safety, more than just brute strength.

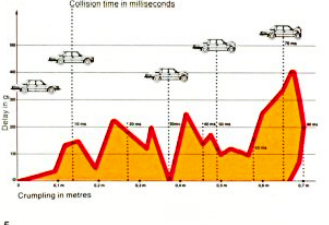
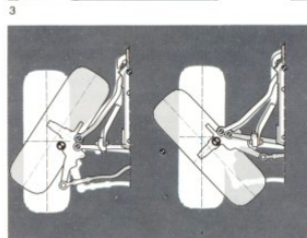
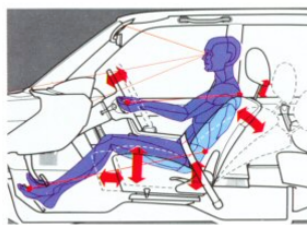
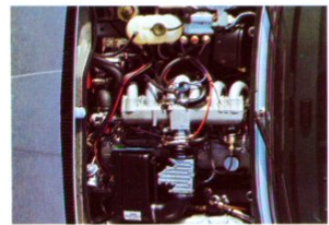
At BMW, the subject of automotive safety was a matter of serious concern many years before it became fashionable.

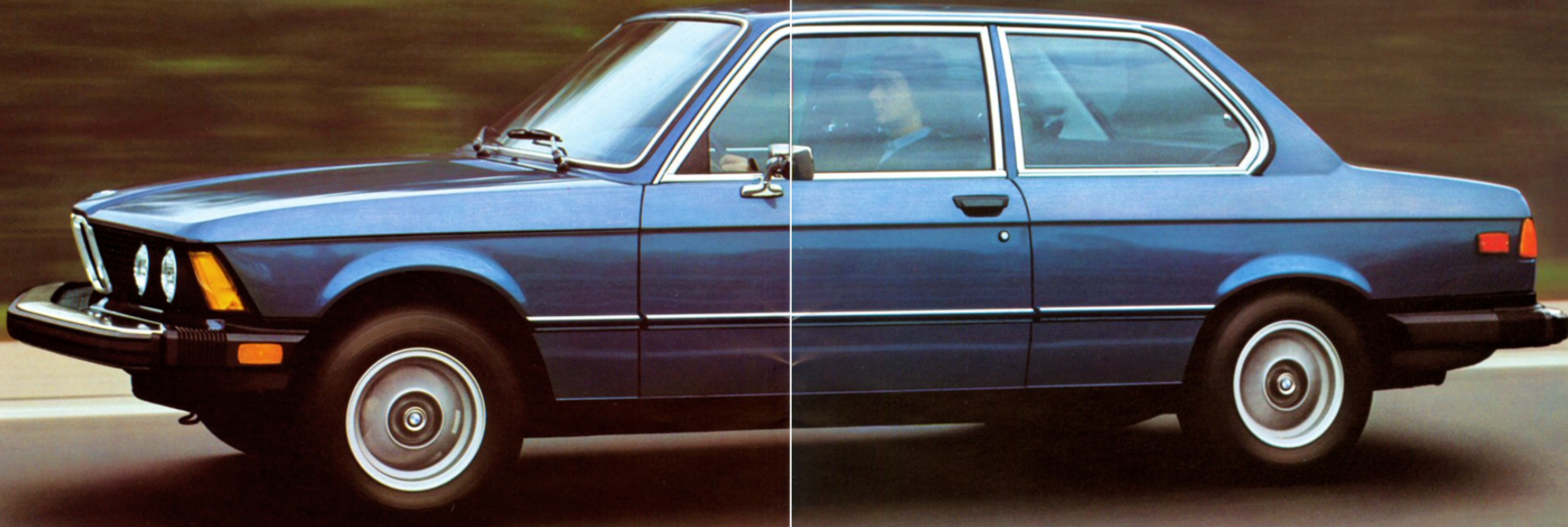
Systematic collision research enables our engineers to determine the exact chronological connection between all possible types of automobile deformation and their relationship to various safety devices (5/6).

In this way, to cite one technical example, the crush behavior of the BMW is optimally synchronized with the response time lag of the front automatic seat belts. By means of the structurally programmed valley in the retardation curve for the front part, the motion sequence of the passengers during accident has been exactly adapted to the retardation action and the effectiveness of the belts.

The BMW body-testing facility is one of the most modern and innovative in Europe.

In highly specialized test stations – with the help of extremely sophisticated testing equipment – the entire structure – as well as all structural details – are examined during rollovers, front/rear, front/side, front/front and transverse collisions for their stress resistance and reactions.





and accurate." "All told," say the editors of Car and Driver magazine, "... the 320i stands as eloquent rebuttal to all those who'd have us believe that small economical cars must be dull - and that automotive performance for the late 1970's is best achieved with decals..."

320i Optional Equipment Shown: Light alloy wheels, airconditioning, AM/FM stereo radio, automatic transmission, metallic paint.

The BMW 320i. A sensible sedan designed by racing engineers.
The BMW 320i is a practical, sober family car - designed by racing engineers and perfected on the great race courses of the world.
A car built to be driven on

high-speed autobahns and over the tortuous roads of the Bavarian Alps.
When you press the 320i accelerator, the two-liter, K-Jetronic, fuel-injected engine - the same basic engine that powers a majority of the world's Formula Two

race cars - responds without lag. Its suspension, independent on all four wheels - with McPherson struts and coil springs in front, semi-trailing arms and coil springs in the rear - is quick and clean through the corners. Its rack and pinion steering is sharp



The BMW 530i. Beneath its luxury is a car worth owning.

All too often one finds that beneath its tasteful appointments, the average luxury car is, indeed, a very average car.

At the Bavarian Motor Works, it has long been our philosophy that extraordinary

performance — a far more costly achievement than superficial opulence — is the only thing that makes an expensive car worth the money.

And in the BMW 530i, we have pursued this philosophy to perfection.

Its suspension — indepen-

dent on all four wheels — is quick and clean through the corners; its steering sharp and accurate.

Its four-speed manual transmission (automatic is available) slips precisely into each gear. And its acceleration comes up smoothly, with the

turbine-like whine so characteristic of the justifiably renowned 3-liter BMW engine.

So tangible are the results that no less an authority than Road & Track magazine unequivocally calls the 530i "... one of the ten best cars in the world... the best sports sedan."

530i Optional Equipment Shown: metallic paint, light alloy wheels.



The BMW 733i. BMW will never build a conventional luxury sedan because no one at BMW could bear to drive one.

The most succinct way to explain why only a BMW performs like a BMW is to give you some insight into the people who build them.

Above all, the engineers at the Bavarian Motor Works in Munich, Germany, are driving enthusiasts. Racing engineers by nature and by profession.

German engineers who believe that driving is a two-hands affair, something that should be taken seriously and done well.

Produce conventional transportation? Inconceivable.

While others have diverted their talents to the production of trucks and buses, station wagons and diesel engines, the engineers at BMW have concentrated on building the finest high-performance driving machines it is physically

and technically possible to build.

The 3.3 liter BMW 733i not only reflects this mentality – this obsession for automotive purity – it exemplifies it.

While its passengers are coddled and comfortable – while it provides all the luxury one could sanely require of an

automobile – the BMW 733i is clearly and unmistakably a car built for and around the driver.

"These machines," writes Town & Country's automotive expert, "are quite literally a thing apart from anything else on the road. They are the driver's car par excellence."

733i Optional Equipment Shown: automatic transmission.



The BMW 633CSi. A luxury coupe that offers more than the mere illusion of high performance.

What makes it so rare among the world's luxury coupes is that while all affect the racy lines and the trappings of the true GT car, the BMW 633CSi

truly is one. It is, in fact, the direct evolutionary descendant for the legendary BMW Coupes that have dominated international motor racing for more than a decade. If efficiency and precision are two well-known characteristics of the Bavarian Motor Works, they reach their

peak in the BMW 633CSi.

Its four-speed manual transmission (automatic is available) slips precisely into each gear. And its acceleration comes up smoothly, with the turbine-like whine so characteristic of the BMW 3.3 liter engine. Its suspension – inde-

pendent on all four wheels – provides a degree of control and "road feel" that will spoil you for any other car.

In proclaiming the BMW Coupe the best GT car in the world, one noted automotive authority put it this way: "Before advertising people

learned that you can apply any name to any kind of car, GT stood for Grand Touring, which, simply stated, means a closed, two-door car with considerable style and considerable performance... I can't think of a better expression of the GT idea than this car."



Truly great high-performance cars cannot be built in a laboratory.

BMW engineers long ago set as their goal the elusive quality of automotive perfection.

The optimum refinement of machine so that it functions reliably, performs extraordinarily and works in smooth, perfect union with the driver.

No where else but in racing are such performance qualities as crucial.

And no where else are they as possible to achieve.

From the non-competitive vacuum of the laboratory and test track come cars that are predictably non-competitive.

On the race track, nothing is held back.

Victory flatly demands uncompromising engineering perfection and ingenuity — regardless of the degree of technical difficulty or the constraints of time or cost.

No manufacturer has a more impressive track record of victory on the great race circuits of the world than the Bavarian Motor Works.

And the effect of this racing heritage is not surprising.

As an evolutionary machine, each BMW success on the track has built a platform for the next BMW success on the road.

And so tangible are the results that the editors of Motor Trend magazine write that "... once a knowledgeable and experienced driver has driven a BMW, any BMW, nothing else feels quite as good as it did before."

In recent years, world-renowned artists have created their personal interpretations of BMW racing perfection: The late Alexander Calder (lower left) in 1975, Frank Stella (upper left and center) in 1976, and Roy Lichtenstein (lower center and right) in 1977-78.

BMW Service. The perfect combination of human wisdom and inhuman perfection.

An automobile as thoroughly engineered and meticulously constructed as the BMW deserves service of an equal stature.

While it would certainly be inaccurate to claim perfection, it is, nevertheless, a fact that no more complete or innovative a technical training program exists in the automotive business than the one BMW mechanics are required to attend on a regular yearly basis.

And this human wisdom combined with the inhuman perfection of costly computerized equipment assures rapid routine servicing, accurate engine tuning and diagnosis of any impending problem.



